particularly those selected for Indian Panorama every year, are acquired for participation in various National and International Film Festivals over the years, sometimes, the quality of prints deteriorates.Their replacement is done in a phased manner from the normal provision.

Readership of Daily Newspapers

†2724. SHRI KAPIL SIBAL:
SHRIRAMJETHMALANI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the number of readership of daily newspapers has increased during past years in the country;

(b) if so, the number of readers of daily newspapers in the country during the years 1995-96 and 2000-01; and

(c) the number of such readers who live in villages?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) The registrar of Newspapers for India (RNI) does not maintain data relating to readership profile of newspapers/journals. As per the records of RNI, the circulation figures for daily newspapers during the calendar years 1995, 1996 and 2000 were 35451000, 40225000 and 59129183, respectively. RNI does not maintain the circulation figures for rural and urban areas separately.

Production of Indian Films

†2725. SHRI RAM JETHMALANI:
SHRI RAJIV RANJAN SINGH'LALAN':

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that cultural ethos, civilization and social life in India are different than those in the developed countries like America, England etc.; and

(b) whether it is also a fact that the films produced in India are against the basic instincts of culture, civilization, traditions and beliefs of India?

---

†Original notice of the question was received in Hindi.

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Production of films in India, being primarily in the private sector, the Government does not exercise any control over the contents of the films produced. However, before public exhibition of a film, the same needs to be certified, the objectives of which are:

(a) the medium of film remains responsible and sensitive to the values and standards of society;

(b) artistic expression and creative freedom are not unduly curbed;

(c) certification is responsive to social change;

(d) the medium of film provides clean and healthy entertainment; and

(e) as far as possible, the film is of aesthetic value and cinematically of a good standard.

Appointments to Central Board of Film Certification

† 2726. SHRI KAPIL SIBAL:
SHRI RAJIV RANJAN SINGH'LALAN':

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact the people connected with film industry have largely been appointed to the Central Board of Film Certification by Government;

(b) the total number of Members of this Board at present and the field of their expertise; and

(c) the guidelines fixedjDy Government for approval to the films?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) At present, the Board of Film Certification has twenty four members. The members have been drawn from different walks of life including the field of cinema. The names and background of the members are given in Statement-I (See below).

(c) Guidelines for certification of films are given in Statement-ll.

---

†Original notice of the question was received in Hindi.